



January 21, 1999

Dear Eat Right Montana Media Contact:

Thanks for helping to spread the word about ERM's '99 campaign on **Healthy Families 2000: Eating Well and Moving Toward a Fit Future**. The media response to our January release on **Weight Management** was excellent with state-wide TV coverage and multiple articles in newspapers like the **Billings Gazette** (check the **Gazette** "**Your Health**" section on Fridays).

All Montana media outlets will receive the February materials on **Making Sense of the Supplement Shelves** during the last week of January. As a media contact, we hope that you will:

- ☺ **Encourage your local media to use the materials extensively,**
- ☺ **and, help your media identify the local "spin" on these topics.**

Here are a few tips to get you started with the attached February info on **To Supplement or Not to Supplement: What pills does your family need:**

- ☺ **Contact local reporters, disk jockeys and/or editors interested in health topics.** Ask if they are receiving the ERM faxes from Helena ~ and offer your expertise for a story on nutrients from food and supplements.
- ☺ **Offer them local "hooks" for the topic, especially those involving food and nutrition programs in your community.** Possible hooks that emphasize the **"FOOD FIRST"** angle on the February story might include:
 - **Tasty ways to get POWER nutrients at your local grocery store**
 - **Nutrient-dense meals offered at the local senior meal sites**
 - **WIC food packages and nutrition education for pregnant women**
 - **Calcium, iron, vitamin C and folic acid in school breakfasts**

THANKS AGAIN. Please call us if you need any more information or tips.

Crystelle Fogle (406) 444-2672 Katie Bark (406) 994-5641
Dayle Hayes (406) 655-9082

Supplement Facts

Test Your Vitamin-Mineral IQ. Did you know...??

- **The supplement business is BOOMING.** During 1997 Americans spent an estimated \$5.7 billion on vitamin and mineral supplements. That's up from \$3.0 billion in 1990. [Nutrition Action Health Letter, 5/98]
- According to several surveys, about **two-thirds of American adults** take regular vitamin and mineral supplements to enhance their health. [NPD Group Eating Patterns in America 13th Annual Report (1998)]
- Specific "designer" supplements, like those to promote prostate health or protect vision, often **cost twice as much** as regular supplements. This added expense may be a waste of money since few of these products have been tested for effectiveness. [Environmental Nutrition, 4/98]
- Iron deficiency is the **most common nutritional deficiency** in the US, affecting some 8 million women of child-bearing years and 700,000 toddlers. [Tufts University Health and Nutrition Letter, 6/98]
- Some people can get too much iron. One in 200 Americans suffers from iron overload disease or **hematochromatosis**. They absorb too much iron from supplements and fortified foods which can lead to serious health problems like arthritis and diabetes. [Environmental Nutrition, 4/98]
- Only 16% of women between 18 and 45 know that **folate prevents neural tube birth defects**, like spina bifida. Only 22% know that they need 400 micrograms of folate on a daily basis. [Health Magazine, Nov/Dec 98]
- Our needs for certain nutrients increase substantially as we get older. Adults over 70 need **three times as much vitamin D** as people who are 50 or younger. [Tufts University Health and Nutrition Letter, 12/98]
- Aging can affect the **absorption of nutrients**. The National Academy of Sciences recommends that Americans over 50 take a supplement with vitamin B₁₂ or regularly eat cereal fortified with B₁₂ to get enough of this vital nutrient. [Tufts University Health and Nutrition Letter, 12/98]

Provided by: Eat Right Montana

Food First, Supplements Second:

Tasty ways to get more of missing vitamins & minerals

There's no doubt about it. You need vitamins and minerals to stay healthy and to help prevent disease. The truly "natural" way to get these nutrients is in the food you eat. Food is the #1 place to get vitamins and minerals, because:

- Nutrients that your body uses at the same time, like iron and protein, are often found in the same food.
- Many nutrients are better absorbed from food than pills.
- Food provides the energy you need, along with GREAT taste!

Before you pop a pill, use these tasty tips to get more of today's hottest nutrients.

FOLIC ACID:

- Enjoy **fortified hot or cold cereal** and **orange juice** for breakfast.
- Top **pancakes** or **toaster waffles** with **fresh or frozen strawberries**.
- Warm up at lunch with a bowl of **bean soup** and a **wheat roll**.
- Go for an old favorite – "PB and J" on **whole wheat bread**.
- Toss your dinner salad with **fresh spinach** or **romaine lettuce**.

VITAMIN C:

- Begin your day with an **orange**, **tangerine** or **grapefruit**.
- Order all your sandwiches and subs with lettuce and **tomato**.
- Refresh yourself with **100% fruit or vegetable juice**.
- Try a high-C treat – like sliced **kiwi fruit** or **cantaloupe**.
- Serve fresh **broccoli** or **cauliflower** with melted cheese.

CALCIUM:

- Start the day with cereal, **low-fat milk**, and **fortified fruit juice**.
- Snack on a carton of creamy fat-free **vanilla or fruit yogurt**.
- Add a slice of **cheese** to your favorite lunchtime sandwich.
- Serve ice-cold refreshing **1% or fat-free milk** at every meal.
- Treat your family to **frozen yogurt** topped with fresh fruit.

IRON:

- Wake up to **fortified cereal**, milk and juice at school or work.
- Keep **beef jerky** on hand for a chewy snack.
- Choose a **plain hamburger** for lunch in the fast food lane.
- Sprinkle some **chickpeas** on your salad bar plate.
- Enjoy a stir-fry supper with **lean round steak** and **broccoli**.



EAT RIGHT MONTANA

A coalition promoting healthy eating and active lifestyles

**Celebrating
Healthy
Families 2000**

The ABCs of “Multi” Supplements

Experts agree that food is the best way to get the nutrients your body craves. The Food Guide Pyramid is the best way for most healthy people to choose foods with the right balance of vitamins, minerals, and other nutrients.

Even when you're working hard to eat more nutrient-packed foods, you may end up with a few gaps. This is especially true if you are over 50 or have some dietary shortcomings. When you want that extra nutrition insurance, a multi-vitamin, multi-mineral supplement may be just what the doctor ordered.

These tips will help you become a savvy supplement user. Remember:
Supplements are never a substitute for a healthful eating style.

A multi-vitamin/mineral supplement may help you, **IF:**

- you often do not eat the servings recommended by the Food Pyramid;
- you often eat the same foods day after day, skip meals, or miss out on one or more food groups for a day;
- you are following a low-calorie or weight loss diet;
- you are over 50;
- you are a strict vegetarian;
- you can't drink milk or eat dairy products;
- you are pregnant or nursing a baby;
- or, you are a woman of child-bearing years who may become pregnant.

Buy the right supplement, store it carefully, and take it properly:

- Check for a **USP** stamp of approval to insure that it dissolves completely.
- Buy a generic or store-brand to get the most multi for your money.
- Ignore claims like *stress formula*, *natural*, and *chelated*, which add cost without proven benefits.
- Look for long-term expiration dates and do not stockpile supplements.
- Store containers away from heat and humidity to maintain potency. Keep all supplements out of the reach of children.
- Take your multis with a meal (or large snack) and plenty of water.

Choose the right supplement for your family:

- Buy supplements with no more than 100% of the Daily Value (DV) for adults and teenagers.
 - Use children's multi-vitamin/mineral supplements for kids. Check with your dentist or health care provider to see if your kids need a supplement with fluoride.
 - Get additional advice on vitamins and minerals from a health professional rather than a salesperson. If you have questions about the right supplement for you, talk to a doctor, physician assistant, nurse practitioner, pharmacist, or registered dietitian.
-



**Celebrating
Healthy
Families 2000**



Making Sense of the Supplement Shelves

**FOR IMMEDIATE RELEASE CONTACT: Crystelle Fogle, MBA, RD
MT Dept. Public Health and Human Services – 406/444-2672**

Healthy Families 2000: Getting plenty of vitamins and minerals (2nd in a series of 12)

Cruising the supplement aisle in your local grocery, discount or health food store can be a confusing experience. There you are – faced with dozens of brands, bottles from A to zinc, and dramatic claims for health benefits. Then there's the slick advertising in magazines and on television. Even worse are those high pressure sale pitches from your friends, family or neighbors.

"Like the rest of America, Montana is gripped by vita-mania," says Lynn Paul, EdD, RD, MSU Extension Food and Nutrition Specialist. "Montanans are popping all kinds of pills looking for a quick fix to their health problems. Many of these supplements aren't even necessary if you eat right."

Vitamins and minerals are essential for good health. Nutrition research has also confirmed that they can help prevent serious problems like osteoporosis, heart disease and birth defects. Some Americans, especially women, children, and seniors, do suffer from nutrient deficiencies.

When it comes to vitamins and minerals, Eat Right Montana, a state-wide network of health and nutrition professionals, urges Montana families to think "food first." The tastiest way to get the right balance of nutrients is to follow the recommendations of the Food Guide Pyramid. No supplement can substitute for well-balanced meals and snacks.

If you want to fill in some nutrition gaps, choose a multi-vitamin/mineral supplement with no more than 100% of the Daily Value (DV). "Mega-dose and premium supplements are often more expensive, usually unnecessary, and sometimes even dangerous," says Dr. Paul.

Eat Right Montana warns that high doses of single nutrients can cause problems. Large amounts of some supplements are toxic to the liver or kidneys. They can also upset the balance of other nutrients. If you have questions about supplements, talk with your primary health provider or with a registered dietitian.

ATTACHED: "The ABCs of Multi-Supplements" and "Food First"



EAT RIGHT MONTANA

A coalition promoting healthy eating and active lifestyles

**Healthy Families 2000:
Eating Well and Moving Toward a Fit Future**

~~~~~

**MEDIA CONTACT REPORTING FORM**

~~~~~

PLEASE let Crystelle know what media coverage you have arranged or seen **ON A MONTHLY BASIS**. To do this you can:

- Fax a copy of this form to her at: 406/444-1861
- E.mail the information to her at: cfogle@mt.gov
- Mail a copy to her at MDPHHS - Cogswell Building, Box 202951, Helena, MT 59620 -2951

THANKS SO MUCH FOR ALL YOUR HELP !!

Name of Media Organization Name/number of contact person Type of coverage

Do you have the 1998 Prevention/FMI Shopping for Health survey? The title is "A Look at the Self-Care Movement."

According to the survey, 67% of shoppers use vits and minerals. The survey might contain other info useful to you - lots of demographics on users. FMI sent me a free copy because I'm using it for some book chapters I'm writing. Perhaps they'd send you one as well (otherwise the survey is \$75 for non-members!).

Polling shows vitamin usage on the upswing, even as dietary concerns wane

Supplements Seen as "Do-It-Yourself" Plan for Better Health

More than two-thirds of Americans now take vitamins or other dietary aids for health reasons, according to leading marketing information provider The NPD Group, Inc. In its thirteenth annual report on Eating Patterns in America, NPD reported that 66% of us now take supplements. Surprisingly, NPD also found that despite the popularity of vitamins, concern for the healthfulness of the foods we eat is at its lowest point for the '90s.

According to NPD, 45% of Americans now take vitamins, mineral supplements, herbal products or other dietary aids on a daily basis, popularity that is feeding the \$ 11.5 billion dollar supplement business. Twenty-three percent of consumers swallow their pill or powder of choice a few times each week. Only 31% never take vitamins or other supplements.

Driving sales is a shift in consumer opinion. Americans no longer see nutritional aids as something that a doctor should recommend, NPD reported. In 1990, only 34% of those felt that it was ok to take vitamins or other supplements without getting advice from their doctor. This year, 47% said that they would condone taking vitamins without consulting a physician.

"Having tracked eating patterns for nearly twenty years, NPD has seen Americans embrace numerous 'do-it-yourself' plans for improving their health through diet," said NPD Vice President Harry Balzer. "The most recent trend was low fat foods, which were extremely popular at the beginning of the decade but are now losing ground with American consumers. Vitamins are the latest manifestation of America's preoccupation with finding a fast - and easy -- fix.

Some Americans may be using vitamins not just to enhance their health, but also to compensate for eating a balanced diet, NPD reported. Concern for the nutritional benefits in the foods we eat is at its lowest level in the '90s. From reading labels to counting calories, fewer Americans are making health their top priority when it comes to diet, evident in homemakers' responses to the following statements in the NPD survey.

Percent of Homemakers Agreeing 1990 1998

I'm always conscious of the calories in the meals I serve. 39% 26% I try to avoid snacking. 41% 29% A person should be cautious in serving food with fat. 51% 41% I frequently check labels to determine if the foods I buy contain anything I'm trying to avoid. 65% 56% I try to avoid fried foods. 60% 52%

About NPD's Eating Patterns in America Report

NPD's Eating Patterns in America is the most comprehensive report available on Americans' eating habits. Nearly every major food manufacturer looks to this overview for guidance in marketing and new product development. Findings are based on information provided by over 5,000 demographically representative individuals who complete food and beverage consumption journals for a two-week period. About The NPD Group

The NPD Group is an international marketing information company headquartered in Port Washington, NY. Founded in 1953, the firm specializes in providing marketing information and associated computer software-based information management systems. NPD is the ninth largest market research firm in the U.S. based upon 1997 revenues, according to the American Marketing Association's Honomichl 50. NPD has offices and affiliations in 36 countries, covering North America, South America, Europe, Asia and Australia.

<http://www.npd.com>

CONTACT:Harry Balzer harry_balzer@npd.com (847) 692-1704 or Leslie Singer leslie_singer@npd.com (516) 625-2302

Source: NPD Group

++++
VITAMIN OVERLOAD?

YOUR ONE-A-DAY IS STILL O.K., BUT SWALLOWING SUPPLEMENTS BY THE MEGADOSE
MAY BE DANGEROUS

BY CHRISTINE GORMAN

Does beta-carotene cause cancer? Will vitamin B6 damage the nerves? Can calcium weaken the kidneys? These were some of the unsettling questions raised by a story on the front page of the New York Times last week that had vitamin takers across the U.S. wondering if they--or their children--were swallowing too much of a good thing.

It has long been an article of faith among health-conscious Americans that extra doses of vitamin and mineral supplements can cover a multitude of dietary sins. So it seemed like heresy last week when Jane Brody, the Times' respected health columnist, questioned the value of those supplements and the quantities they are being taken in. "There is scant evidence that vitamin and mineral supplements are beneficial [for most people]," she wrote. "Consumers are, in effect, volunteering for a vast largely unregulated experiment."

Brody's warning comes in the midst of a vitamin boom. As her article noted, Americans have more than doubled their spending on vitamins and minerals in the past six years, from \$3 billion in 1990 to \$6.5 billion in 1996. They have also ratcheted up the dosages they take, gulping down supplements at 10, 50, even 100 times the daily recommended levels. One-A-Day and other multivitamin products were originally designed to prevent such centuries-old nutritional deficiencies as scurvy and beriberi. But now the same micronutrients are being taken in megadoses--in effect, as drugs--to prevent or treat a broad range of illnesses, including psoriasis, tendinitis, cancer and heart disease.

Why did Brody rain on this pill-popping parade? "My major hope was to awaken the public to the fact that vitamins and other supplements are not always innocent," she says. "I'm often asked by people, 'Should I take this vitamin?' 'Am I taking enough of that?' Even 'Can I take vitamins instead of antibiotics?'"

What bothers Brody is that there is precious little scientific evidence to support the more ambitious claims being made for vitamins, and what evidence there is is often far from definitive. The quantity of vitamins that an adult or a child should consume depends on many factors, including age, sex and health condition. Making matters more complicated, nutrients tend to interact with one another. For example, vitamin C is supposed to act as an antioxidant, preventing damage to the cells. But that same vitamin, in the presence of iron, can act as a pro-oxidant, causing, rather than preventing, cellular damage, according to Dr. Meir Stampfer, professor of epidemiology and nutrition at the Harvard School of Public Health.

Nor do scientists always agree. "Folic acid is a perfect example," says Rima Apple, a historian at the University of Wisconsin at Madison and author of *Vitamania: Vitamins in American Culture*. In 1989 the recommended dietary allowance for folic acid was cut from 400 micrograms for all adults to 200 micrograms for men and 180 micrograms for women, because that was the lowest amount that would stave off a nutritional deficiency. At the same time, however, new studies were showing that higher doses of folic acid could prevent crippling birth defects during pregnancy and ward off strokes and heart attacks in older adults. "The recommended levels came down," Apple notes, "just as the evidence for taking higher doses was coming in."

No supplement has been more battered by conflicting reports than beta-carotene, a vitamin found in fruits, carrots, spinach and other dark green leafy vegetables. Studies in the 1980s showed that people who consume a lot of beta-carotene-rich foods have a marked decrease in their risk of cancer. Those studies set off a beta-carotene craze and created a huge market for beta-carotene supplements. It wasn't until the late 1980s that researchers from Finland and the U.S. decided to test the proposition that beta-carotene in pill form could protect smokers from cancer. The results were not what they expected. As the researchers reported in 1994 and 1996, smokers who took the beta-carotene pills actually suffered an increase in cancer rates. "Those studies sent shock waves through the vitamin community," says Bonnie Liebman, director of nutrition at the Center for Science in the Public Interest in Washington. "It showed just how little we know and how hesitant we should be before issuing recommendations."

Even Brody takes 400 units of vitamin E and 200 mg of C every day, however, just to be safe. She's not saying that supplements are bad, or that there's any danger in giving kids their Flintstone vitamins. Her concern is that too many people are taking huge doses without much evidence that they will do any good and without considering the harm they might cause. "If you have reason to believe that you are shortchanged on a single nutrient, you have to know what the risks are," she says. "That may require a consultation with a professional nutritionist, not a conversation with your neighbor, a chiropractor or a health-food-store employee." Now if only common sense came in a pill.

time-webmaster@pathfinder.com

**barks@montana.campuswix.net, uhdkb@montana.edu, cfogle@mt.gov,
lblades@mt.gov, Linda_Crisp@fsafood.com, lpaul@montana.edu,
pdennee@montana.edu, pharris@montana.edu, beefcncl@mt.net,
jbarbe@wdairycouncil.com, Sundazejb, tapeterson@in-tch.com,
darmstrong@mt.gov, cfogelman@mt.gov, laurad@selway.umt.edu,
marniec@montana.edu, acxte@wtp.net, , axcbm@gl.ystone.mt.gov,
LNGINMT@WTP.NET, mtptabul@montana.com, mt_office@pta.org,
graves@imt.net, kcsanville@pol.net, mys_leni@hotmail.com, AndyStal@aol.com,
kathy.andersen@ncmail.net**

Activity Pyramid

<http://www.hsmnet.com/HSM/BHC/IRE/HEC/EXPLORE.HTM>

Dayle - Sounds like a good idea to give the media contacts Park Nicolette's number (800-372-7776). I don't know what the web address is.